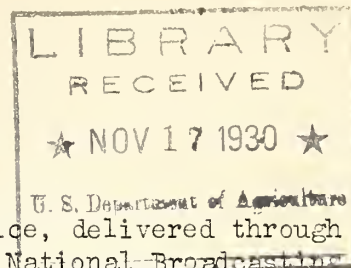


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Ex 892 Roa

STANDARDS OF LIVING - WHY?



A radio talk by Madge J. Reese, Extension Service, delivered through WRC and 38 other radio stations associated with the National Broadcasting Company, November 1, 1930.

It is a fine thing to be optimistic, not so good to be pessimistic, but best of all to face life as it is. If conditions justify optimism, well and good, but if they do not, then what? Possibly what is needed more than optimism is to face the facts straight in the face, buckle down to hard work and think of work as a privilege rather than an unpleasant task, and saturate the soul with a superabundance of courage. Some folks seem to be born with courage, others get it through early experiences, training or education. We can adopt courage as a cardinal principle and we need it especially in times of stress, in times of flood or drought.

Facing the facts, hard work, courage, all are essentials in realizing a desirable standard of living. I can hear some of you say, what about money? We shall have something to say about money too. "Standards of Living" is a term that has come into popular use; bankers, merchants, educators, homemakers and others use it. What does it mean? It means the amount of necessities, comforts, educational opportunities and pleasures a family regards as essential to provide reasonable satisfaction and happiness in life. A desirable "Standard of Living" in material satisfaction means a comfortable home, an adequate amount of wholesome food, and suitable clothing for the family. In non-material values it means education, recreation, music, books, magazines, travel, charity and church.

It is true a good amount of cash is needed these days to meet the modern requirements of both the rural and urban home. The Extension Service activities are based on the belief that the desire for higher standards of living and the earning of funds for the realization of them are dependent upon each other and that they must go hand in hand. After the desire for better things has been created, then must come the increase in ability to provide these better things. The means to both of these ends is education in its broadest sense and therefore an important function of the Extension Service. Our county home demonstration agents, as Dr. Smith has told you, have often helped in finding the way in which families can secure greater satisfactions out of life on the income already available. We teach that the greatest satisfactions come by achieving gradually, by systematic planning and wise expenditure, improving the farm and home bit by bit, year by year.

In ~~time~~ of plenty it is ~~easy~~ for us to educate ourselves to thinking that our wants are our needs. We can still have a satisfactory standard of living or may I say a standard of life and do without some of the non-essential frills and accessories. In times of economic depression we are put to a severe test. We must bring down our standard of living to fit the decreased income. It is a good test of our intelligence and our spiritual ability if we can still maintain a reasonable, satisfactory standard of life on less income. It can be done because a standard of life is not altogether a matter of money. Cleanliness, neatness, good taste,

order, industry, thrift, cheerfulness, helpfulness, and kindness are matters of the spirit, not matters of dollars. These and other qualities that go to make up the happy family fireside are as often found in homes of small incomes as in those of large. How one thinks has much to do with how one lives. A satisfactory standard of living and a simple life is compatible if the thinking makes it so. Too, reasonable thrift and wholesome living are closely associated.

Standards grow out of experience and have meaning only in relation to experience. They keep growing and changing as the working guides of life, stimulating and encouraging one to win satisfaction in life through service and achievement. The goals you women set up each year in your home demonstration activities and your attaining them mean you are climbing the standard of living ladder step at a time. Intelligence, industry and thrift are fundamental factors in the enrichment of rural homes and rural life, the ultimate goal of the various activities of the Extension Service.
